CANADIAN
MOVING PICTURE
DIGEST

RAY LEWIS
Editor and Publisher

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Vol. 32, No. 27 | TORONTO 2, CANADA | October 19th, 1940

The Gene Autry Rodeo

THE Canadian Motion Picture Industry's War Services Committee is again on the front line ready for action. This time it is a Rodeo, at the Coliseum, Toronto, November 14th, 15th and 16th, with Gene Autry, the singing, riding cowboy, as guest-star.

Gene Autry is giving his services free for this big Rodeo event, which show Charles Mavety is supervising; and for which cowboys, Indians, circus performers will arrive from Canada's West and from the United States.

The Rodeo is for the Lord Mayor's British War Relief Fund, at London, every dollar of the net receipts will go for British War Relief.

So, folks, get your sombreros out, the bigger the better, get your belts and your top boots, get your saddle and your horse, you can't tote a gun, it's against the law and there are no crawling rattlesnakes which you must kill, at least we hope there are not.

Get your "whoopee" oiled in your whistle, and get a rope to lassoo the steers, if you can't lassoo, or "whoopee" or cheer, if you can't find $2.50, or $2.00 for the Lord Mayor's British War Relief Fund, which the War Services Committee is giving at the Coliseum, Toronto, November 14th, 15th, 16th, then get a rope anyway just to hang yourself.

The Rodeo is under the sponsorship of the Canadian Picture Pioneers, who will have their Annual Meeting on November 13th, with registration at 2 p.m. of that day and a banquet at night, at which banquet the Pioneers and their guests will have an opportunity to see Gene Autry who will be among the guests of honour.

There will be initiation proceedings for a long list of new members, some of whom are among the leading executives of our Picture Industry, and here is where you will hear many "throw the bull" preparatory for Rodeo. In the afternoon there will be nomination and election of Officers and the Board of Directors. Come for the annual meeting and stay over for the Rodeo the following night.

The War Services Committee has among its members every exhibitor and distributor, including affiliated picture equipment, supplies and laboratory enterprises, all who helped in the Win The War Stamps Free Show Night, which gave the Government of our Dominon over $715,000, through the sale of War Savings Stamps, the price of admission to our theatres in Canada.

For the Red Cross Drive the War Services Committee organized itself into theatre and distributor committees and campaigned for funds. Slides were shown at the theatres of our members and Red Cross appeals made at the theatres by girls stationed in the lobbies.

During the Canadian Government's Second War Loan campaign, slides were exhibited at the theatres of our members and special appeals made at the theatres through speakers.

Officers of the War Services Committee are: N. L. Nathanson, Chairman; Ray Lewis, Secretary; Clair Hague, Oscar Hanson, Louis Rosenfeld, Nat Taylor, Harry Alexander, J. J. Fitzgibbon, Col. John Cooper, Haskell Masters, Leo Devaney, Jim O'Loghlin.

Clair Hague was appointed Supervisor of Motion Picture Co-operation with the Red Cross through the War Services Committee. The Committee appointed to make arrangements in connection with the Rodeo: Oscar Hanson, Chairman; Louis Rosenfeld, J. J. Fitzgibbons, Nat Taylor, Charles Mavety, Col. John Cooper, with Ray Lewis as Secretary and Dick Main as Manager of Campaign.

The War Services Committee is registered and mobilized for War Service. It is our army, Exhibitors and Distributors of Canada. The Rodeo Show will give the public more than their money's worth by way of Entertainment, let us put it over the top for British War Relief. United there will never be an Invasion.

—Editor.

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JOE LIGHTSTONE DIES FOLLOWING HEART ATTACK

Montreal, Que. — The sudden passing of Joe Lightstone, proprietor of the Orpheum and Mayfair Theatres here, came as a shock to his many friends and associates. Mr. Lightstone passed away following a heart attack on Tuesday, October 15th. He was fifty years of age.

Associated with the entertainment business for the past twenty years, Joe Lightstone was well-known and well-liked. Some years ago he ran a Stock Company in the Victoria Theatre, Toronto. For the past few years he has operated the Orpheum and Mayfair Theatres here.

He is survived by his widow, Blanche, one son, Owen, his father, five brothers, Gordon Lightstone, General Manager of Regal Films; Dr. Herbert Lightstone of London, England, in charge of hospital work for the Army; Lyon Lightstone of Vancouver; Harry and Robert Lightstone of Montreal, and two sisters, Mae, and Madame Donalda, world famed singer, both residing in Montreal.

Burial was in Montreal on Friday, October the 18th.

DONALD RAMAGE PASSES

Vancouver, B.C.—Charles Ramage, Branch Manager for Regal Films Ltd., received the sympathy of the Film Colony here, at the death of his eldest son, Donald, five years of age. The youngster had been ill for about a week with intestinal flu.

"BRITAIN AT BAY" NEW FILM BOARD RELEASE

Ottawa, Ont. — "Britain at Bay" is the title of the next release from the National Film Board in the "Canada Carries On" series. Filmed in England recently, it depicts scenes in a country whose courage has won the admiration of all free peoples in the world. It carries a special message by J. B. Priestley, well-known author and radio commentator. Associated Screen Studio's technical staff at the Montreal laboratories have completed both English and French versions for Canadian release. In French the film is titled "Le Lion Britannique".

World Premiere Of "North West Mounted Police" October 21

STARS AND F.P.C.C. EXECUTIVES ATTEND OPENING

Regina, Sask. — Preparations for the first World Premiere of a Hollywood production in Canada, are nearing completion. With the Big Day scheduled for Monday, October 21st, Paramount field men and Famous Players managers are working furiously to make this World Premiere a huge success.

Added to the usual excitement aroused by the Premiere of a film which boasts the name of Cecil B. DeMille as producer and a star-studded cast including Gary Cooper, Madeleine Carroll, Paulette Goddard, Preston Foster, Robert Preston, Akim Tamiroff, Lynne Overman, George Bancroft and Lon Chaney Jr., the fact that the entire proceeds of the showing will be given to the Royal Canadian Mounted Police has aroused even greater interest and co-operation of merchants, etc.

Financial assistance to the Citizens Committee set up by the Boards of Trade to take charge of the celebration, was voted by City Council, after a delegation made up of J. A. MacKenzie, J. L. Deering, Leo LaBelle and B. D. Hogarth, K.C., appealed to Council for aid. The Committee will hold a big parade in which will participate the mounted police, the armed forces, a group of oldtimers of Saskatchewan, and Indians, the latter who are being brought in from the Reserves. There will be at least 14 floats beside the auto and truck sections. Madeleine Carroll, Lynne Overman, Preston Foster and Robert Preston, as well as Associate Producer William Pine, will also participate in the parade.

The film "North West Mounted Police" will be shown in as many as four Famous Players theatres, and perhaps a fifth, the Rex, an independent house operated by H. Bercovitch, providing the advance ticket sale warrants these arrangements. The admission price is $1.00 plus tax. The total receipts will be turned over to the R.C.M.P. who have been authorized by Ottawa to accept the money, and which they in turn will donate to the Canadian Red Cross. It was originally intended that the R.C.M.P. purchase an ambulance, but it was decided that it would be more advisable if the money were donated to the Red Cross. All expenses of the Premiere are to be born by Paramount Pictures and the Famous Players Corp.

There will be a National hook-up broadcast the night of the Premiere, with officials of Famous Players, Mr. N. L. Nathanson, President, J. J. Fitzgibbons, R. W. Bolstad and B. Geldsaeler on hand for the celebration. While in Regina, the F.P. executives will hold district meetings of their company.

A sad note crept into the Premiere preparations, with the news that "Gigett" Carroll, sister of the star of the film, was killed by a Nazi bomb in London. However, Miss Carroll intends to "carry on" with her good work, and will be in Regina as planned.

The four stars of the film, Madeleine Carroll, Lynne Overman, Preston Foster and Robert Preston, will be in Winnipeg on October 22nd for the opening there. Miss Carroll will go on to Chicago for the American Premiere of the film and will return for the Toronto opening of the picture at the Uptown, on the 25th. She will be present at the Ottawa opening on the 26th, at the Montreal opening on the 27th, from where she will return to Hollywood. Associate Producer Pine will accompany the star on her Personal Appearance Tour in conjunction with the openings of "N.W.M.P." in the key centres.

F.P. PROFITS UP

Toronto, Ont. — Operating profits of Famous Players Canadian Corporation in the first nine months of the year, were moderately ahead of the same period in 1939, according to a report. Business has steadily improved, with attendance at theatres greater than last year. Premium on U.S. currency is not seriously affecting profits, because film rentals are paid for in Canadian currency.

BACK TO HOLLYWOOD

Ottawa, Ont.—Maureen O'Sullivan has returned to Hollywood with the prepared script of a book on Hollywood.

REGAL FILMS EXCHANGE LOSES TWO MEN TO R.C.A.F.

Toronto, Ont. — Two members of the Regal Films Exchange here were called up for active service with the R.C.A.F. Dick Tarshis, 22 years of age, and nephew of Mr. Henry Nathanson, and Reg. Wilson, 27 years of age, brother of Miss Dorothy Wilson of Regal Films.

The boys will go to Manitoba where Dick will join the R.C.A.F. as pilot, and Reg. as an observer.

CALLED FOR TRAINING

Sussex, N.B. — "Bill" Danson, son of Colin Danson of the Strand Theatre, Sussex, N.B., who assists his father in that theatre is now undergoing his thirty days Military Training at Fredericton, N.B.

RAY PRESENTS

WHILE we are on the subject of War Services Committee, Canadian Picture Pioneers and Rodeo, I am desirous of reminding exhibitors to keep The Digest informed of all individual War Services, so that a record may be kept of such service. This is important. Those of us who cannot fight, can serve in other ways. I know that exhibitors across Canada are all serving. I know that distributors in Canada are serving, also, I know that we are not anxious to talk about our service, but it is important to know just what we are all doing. Many members of our Industry belong to various organizations through which they are working. All work, whether it is individually contributed or through the Canadian Motion Picture Industry's War Services Committee should be recorded.

A recent letter from the Minister of Finance, the Hon. J. L. Ilsley, addressed to Mr. N. L. Nathanson is as follows, "Dear Mr. Nathanson; Again we are in your debt because of the assistance given by you, members of your organization, and your industry generally, in connection with the Second War Loan campaign. I know that with you the opportunity to do a national patriotic service provides its own reward, but I do not think I should let the occasion pass without this personal note of appreciation of what you have done and the leadership which you have given in so many ways.

"I understand, also that two of your men, Mr. R. W. Bolstad and Mr. Morris Stein, did a splendid job in co-operating with Mr. McLean in the special work which I asked him to do. Would you please express to them on my behalf our appreciation of this service.

"I have no doubt myself that the theatre publicity in the several forms of which we took advantage was one of the factors contributing to the response of the general public and to the real success of the Second War Loan. Kindest regards. Yours very truly, J. L. Ilsley."

THIS letter will perhaps make you understand why I believe it is important that your contribution to any effort for War Service should be mentioned. Copies of The Digest are weekly sent to various departments and ministers of our Government.

Apropos of the film, "London Can Take It", sent through the Department of Information at London, which reveals that the film is fact and not fiction; bombs or no bombs the slogan over there appears to be, "Business As Usual". Theatres are bombed, and office buildings, but the Britisher makes his office if necessary in his helmet, and carries on.

As if in answer to the flood of Nazi propaganda films which are coming to the United States, having managed to get through the British Blockade, England is speeding up her picture production. Paramount, 20th Century-Fox, RKO-Radio and Warner Bros. are producing under the Quota arrangements. The American producers in England are not alone in producing activities for several British producers are carrying on with picture-making.

The studios utilize "spotters" or "watchers" to give notice of raids, following which, if the raid is bad, the cast, etc., retires to shelters. Some of the distributors have had their offices taken over for Government purposes. Several of the distributors have been moving their staff out of London, back to London and in this amazing stress of such moving continuing in business.

Many theatres have been bombed, but many more are open, since patrons feel one is likely to be safer at a cinema than in a home, if the bombing is in the neighborhood of the home and the cinema.

WARNER BROS. are producing at Teddington, "An Empire Is Built". It is a super and built around the life of Disraeli. John Gielgud, that most excellent artist, is cast as "Disraeli". Diana Wynyard of "Cavalcade" fame is co-starred with Gielgud. Fay Compton is Queen Victoria, Owen Nares as Lord Derby, Stephen Murray as Gladstone, etc. Gielgud should make a great Disraeli.

The last time I saw Gielgud, in a motion picture studio in England, was when Alfred Hitchcock was directing "Secret Agent".

20th Century-Fox is at Shepherd's Bush. This is the first of the producing studios which Gaumont-British built in England, and which later gave up for larger studios. Some of the best pictures which Gaumont-British first made came from these Shepherd Bush studios. H. G. Wells' novel, "Kipps", with Carol Reed as director, and with Maurice Ostrer and Edward Black in charge of production is now being produced for 20th Century-Fox. Michael Redgrave is "Kipps", and Diana Wynyard is his lady fair. A very strong British cast is in support.

RKO-Radio's "The Saint's Vacation" is being produced at Denham, this is William Sistrom's new production. Hugh Sinclair will have the lead. "A Gift To His Majesty", the Peter B. Kyne story, is also scheduled. Paul Soskin is making "Quiet Wedding" for Paramount at Sound City, and Anthony Asquith of "Pygmalion" fame is directing.

REFERRING again to the Nazi-propaganda films, reports state that these films are being sent to the Americas, features, newsreels, glorifying the "New Germany". It is alleged that the Ufa in New York is used as a central office for distributing. The films are in German, Italian, Spanish, and French, and include, "Hitler's Birthday", we are waiting for his funeral, "West Wall", "Olympiad", etc.

Some are straight propaganda, and some are stories with the propaganda worked in, and distributed, it is alleged, to those theatres which have been showing Ufa films. About 100 Nazi features, including a few from the Nazi French subsidiary company ACE have been brought into the U.S. by Clipper and steamer. It is reported that the Nazis send several prints in case some do not get through.

With the feeling in the U.S. as strongly pro-British as it is at present, with British Relief Buttons worn by men and women, I do not think that the Nazi films can get much exhibition in the U.S. To keep them out of Latin America is most important.

The President of Erpi, T. K. Stevenson, announced that all employees of that firm called up for service will receive their regular salary, less the government pay, for the first three months of their service. All will receive credit for previous term of employment plus government service on their re-employment, and they will not have their death benefits effected with the company. All employees will receive twelve months leave of absence and will be reinstated within forty days after their service term expires, on application.

(Continued on Page 7)

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MINISTRY OF INFORMATION'S FILM OF STRUGGLE

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"One by one his theatres have been bombed out of existence. His big picture theatres which used to gross £2000 a week now gross £100. But the only ones closed are those closed by the Germans. Meanwhile the hundreds and hundreds of people on his payroll continue on his payroll. I'd like to stick that down the throats of a few heels you and I both know in New York and points west."

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YORK THEATRE OPENS

Hamilton, Ont. — The new York Theatre, opened here recently, turned over the proceeds from its opening show, to the Canadian Red Cross.

The theatre, situated at 164 York Street, has the very latest in sound equipment and furnishings.

ROY IN MONTREAL

Montreal, Que. — Cameraman Lucien Roy, western representative for Associated Screen News, paid his first visit to head office in nearly a year and a half. Usually busy from Winnipeg west, Mr. Roy arrived in Montreal for a stay of a week or two before returning to his home at Vancouver.

KILLED IN ACTION

Regina, Sask. — Jack Daly, ex-Capitol Theatre usher, was killed in action in Norway some weeks ago, according to word received here.

CASINO THEATRE DONATES INSTRUMENTS

Toronto, Ont. — The Casino Theatre, Queen St. West, here, operated by Premier Theatres, presented instruments and complete equipment for a bugle band to No. 1 Infantry Training Centre.

The presentation was made on the stage of the theatre, and was accepted by Lieut.-Col. A. H. Campbell. The presentation included 14 bugles, six snare drums, a bass drum, set of cymbals and other necessary equipment for a bugle band.

Acting for the management, John Cook introduced Lieut.-Col. Campbell, and Ray Parsons made the presentation. The ceremony ended with the singing of the National Anthem.

TOM MIX COWBOY STAR MEETS DEATH

Hollywood, Calif. — Tom Mix, western cowboy star who appeared in hundreds of films over a period of about 24 years, died instantly last Saturday near Florence, Arizona, when his car overturned.

Tom Mix, the idol of millions of youngsters, earned something like $4,000,000 during his stardom, beginning his career as a cowboy player for William Fox, who signed him in 1919 for $150 a week, including the services of his wife, ranch foreman and three horses. In 1925 this same company paid Mix around $20,000 per working week.

In 1924 Mix went on a world personal appearance tour with the Sells-Floto Circus, and the Tom Mix Wild West Show. Together with his vaudeville work he is reputed to have made $1,000,000 in these ventures.

Mix was 60 years of age, and had led a most adventuresome and colorful life aside from his film career. He served with Teddy Roosevelt's Rough Riders in the Spanish-American War, with the American forces in the Boxer Rebellion in China, in the Boer War fighting with the British, taking part in the siege of Ladysmith. He also was a law enforcement officer in Kansas, Texas and Oklahoma.

He was married three times. His first two wives divorced him. His third wife was Mabel Ward, an aerialist with the Sells-Floto Circus. He had two daughters.

JOIN CANADIAN FORCES

Montreal, Que.—Several Associated Screen News stalwarts have recently joined the colors. Jack McDougall of the production department signed up with the Royal Highlanders, C.A.S.F., while Joe Atkinson and Jack Clarke of the art department are now in the R.C.A.F.

BUILD LAKE THEATRE

Fort William, Ont. — Work is underway on the new Lake Theatre here. It is expected the building will be completed within three months, at which time it will be operated by Famous Players Corporation, who have leased the theatre.

SAINT JOHN VISITORS

Saint John, N.B. — Film Row has been visited this week by a number of exhibitors including Mrs. J. V. McLaughlin, of the Opera House, Newcastle, N.B., J. Rearden of the Strand, Black's Harbour, N.B., Mr. and Mrs. J. A. Williams of the Capitol, Chipman, N.B., M. E. Walker of the Gaiety, Halifax, and the Imperial, Sackville, N.B., and Charles Staples of the Queen, St. Stephen, who was accompanied by his son "Bill".

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"KNUTE ROCKNE - ALL AMERICAN"

WARNER BROTHERS

THIS is a straight film biography, presenting as many as possible of the highlights in the life of Knute Rockne, one of the most spectacular figures in American sports history, and certainly the most prominent in his own game of American football, or as we call it in Canada, rugby. Being released now, just as the football season is hitting its stride, the picture should roll up some handsome grosses everywhere in he United States, and even in Canada, where Rockne was well known through newspaper stories.

Picture opens with Knute just a young boy, living with his parents in Norway. Knute's father decides to emigrate to America, and we next see Knute as a clerk in a post office at Chicago. He quits that job to enroll in Notre Dame, wanting to get an education. At the university his scholastic record was high, showing particular talent in chemistry. However, his success on the football field, together with Gus Dorais, far overshadowed his success in the lab. After graduation he remained at Notre Dame as chemistry instructor and assistant football coach, in the meantime marrying Bonnie Skiles. Soon he found he had to choose between chemistry and football, and he chose his greatest love, the gridiron field. Picture then takes you through the more spectacular episodes in his coaching career. His meeting with George Gipp, the latter's magnificent playing, and then tragic death. His long string of victories, and then the inevitable defeat, at the hands of Army. The return to South Bend, and the truly fine reception given the LOSING TEAM and its coach. The Four Horsemen are seen in action, one of them, Nick Lukats, actually portrayed by himself. And finally comes the tragic day when "Rock" embarked on the plane, for the trip to the West Coast. The picture finishes with the funeral service held in the Notre Dame chapel. It's a man's picture, but it will be thoroughly enjoyed by women as well. It is chocked full of emotional moments, when even the strongest minded men will feel a funny feeling in the throat and a few tears may dampen some masculine cheeks.

Pat O'Brien gives the greatest performance of his entire career in the title role. He has completely buried the familiar Pat O'Brien personality under the make-up and mannerisms of Rockne. Anyone who ever knew or even saw Rockne in real life will think they are seeing and hearing a ghost when O'Brien first appears as Rockne. It's almost uncanny. Ronald Reagan is excellent as "George the Gipper", and Gale Page was a happy choice for Bonnie Skiles. Others include Donald Crisp as Father Callaghan, head of Notre Dame, Albert Basserman as Father Nieuwland, Owen Davis, Jr., as Gus Dorais, John Qualen and Dorothy Tree as Rockne's parents. Others include Henry O'Neill, John Litel, John Sheffield.

Directed by Lloyd Bacon.

Running time—97 minutes.

RAY PRESENTS

(*Continued from Page 3*)

he Capitol, New York,
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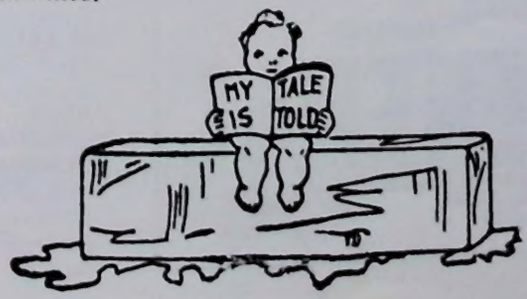
up. There was only one "Snow White", those which followed, did not make the grade, even Disney did not make his own grade with "Pinnochio". Disney-RKO sold "Snow White" for fifty percent. That was high enough.

When the seventy percent pictures with increased prices hit this Industry, with the exhibitors at the bat, the public will call "foul" and the exhibitors on the rebound will have to think up what they can give away in addition to double features, plus chinaware, silverware, ovenware, dictionaries, etc., etc., to fill in the gaps. There is a song, "Wake Up and Sing". I would say to the producer-distributors in relation to increased prices and seventy percent, "Wake Up and THINK". You have lost most of your foreign markets; and now all you have to do is to kill the markets which you have, to turn to slot machines.



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Montreal, Que. — Cameraman Lucien Roy, western representative for Associated Screen News, paid his first visit to head office in nearly a year and a half. Usually busy from Winnipeg west, Mr. Roy arrived in Montreal for a stay of a week or two before returning to his home at Vancouver.

KILLED IN ACTION

Regina, Sask. — Jack Daly, ex-Capitol Theatre usher, was killed in action in Norway some weeks ago, according to word received here.

CASINO THEATRE DONATES INSTRUMENTS

Toronto, Ont. — The Casino Theatre, Queen St. West, here, operated by Premier Theatres, presented instruments and complete equipment for a bugle band to No. 1 Infantry Training Centre.

The presentation was made on the stage of the theatre, and was accepted by Lieut.-Col. A. H. Campbell. The presentation included 14 bugles, six snare drums, a bass drum, set of cymbals and other necessary equipment for a bugle band.

Acting for the management, John Cook introduced Lieut.-Col. Campbell, and Ray Parsons made the presentation. The ceremony ended with the singing of the National Anthem.

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PRING PARADE"

UNIVERSAL

... the eighth production for ...peg-born Deanna Durbin, ...'s petite gold-mine. The ... were smash hits, and while ...Parade" will also finish in the ...g success classification, I ...e with the opinions express... ...er critics that it was a mis... ...hange Deanna's picture locale ...d from a modern American ...Old Vienna. Metro made a ...istake with Clark Gable and ...oy in "Parnell", and they ...peated it. Let's hope that ... will also learn that Deanna ...hanks to their own publicity ...nt, and the first seven pictures ... she starred, is known ...t the length and breadth of ...as the typical American (or ...—Canadian) girl.

... thus registered my protest, ...asten to reassure exhibitors ... need not be afraid in any ...Spring Parade" as a money-... It has all the elements for ...x-office, what with Deanna ... Mischa Auer, Robert Cum... ...enry Stephenson and a not... ...porting cast, some exceeding... ...l numbers by Robert Stoltz ...s Salter, with lyrics by Gus ...xcellent direction by Henry ...nd spectacular production by ...asternak.

...casts Deanna as a young Aus... ...sant girl. At a county fair ... a card on which is supposed ...nted her future fortune. On ...ds that she will meet an artist ...a with whom she will fall in ... that a very important person ...to it that she is happily mar... ...nd so she goes to Vienna, ...he is taken in by a kindly ...layed by S. Z. Sakall. She ... drummer lad in the army, ...Cummings, and soon learns ...also composes waltzes. Un... ...ely, army rules prevent him ...ding time to continue his com... ...nd since by this time Deanna ...n in love with the lad, she ... that drastic measures are ... She encloses a copy of one ...eloved's waltzes in a salt stick ... being sent to the emperor. ...seph takes it all in good spirit, ... waltz, and commands Deanna ...t at a magnificent ball held at ...ce. Cummings leads the or...

...a is lovelier than ever, and her ...ll appears to be improving, if ...thing is possible. She sings ...mber with complete charm of

(*Continued from previous page*)
manner and fullness of tone. Robert Cummings handles his assignent in unspectacular but thoroughly satisfactory fashion. Outstanding supporting performance is contributed by S. Z. Sakall, whom we also raved about for his work in "My Love Came Back". As the kindly baker, Sakall scores every moment he is on the screen. Mischa Auer, responsible for a goodly number of laughs in the early part of the picture, is rather neglected the latter half. Henry Stephenson makes a very kindly, benign Franz Joseph, a role which I believe he has played before for Metro, although I can't seem to recall the exact picture. Butch and Buddy, that irrepressible duo, are up to their old antics once more, and will have your auiences in stitches while they perform. The rest of the cast is really hand-picked, with such sterling performers as Walter Catlett, Allyn Joslyn, Peggy Moran Ed Gargan, Reginald Denny, Samuel S. Hinds and Franklin Pangborn included. Anne Gwynne, new to this reviewer, does a nice bit as a golddigger.

Musical direction of Charles Previn and photography of Joseph Valentine are both A-1.

Running time—89 minutes.

KENT TO BE CLOSED

Richibucto, N.B. — Word has been received that the Kent Theatre at Richibucto, N.B., will be closed shortly and its equipment removed. This is largely owing to changes in the population of the country around, men enlisting in the Forces and other reductions in the theatre-going public.

"KNUTE ROCKNE - ALL AMERICAN"

WARNER BROTHERS

THIS is a straight film biography, presenting as many as possible of the highlights in the life of Knute Rockne, one of the most spectacular figures in American sports history, and certainly the most prominent in his own game of American football, or as we call it in Canada, rugby. Being released now, just as the football season is hitting its stride, the picture should roll up some handsome grosses everywhere in he United States, and even in Canada, where Rockne was well known through newspaper stories.

Picture opens with Knute just a young boy, living with his parents in Norway. Knute's father decides to emigrate to America, and we next see Knute as a clerk in a post office at Chicago. He quits that job to enroll in Notre Dame, wanting to get an education. At the university his scholastic record was high, showing particular talent in chemistry. However, his success on the football field, together with Gus Dorais, far overshadowed his success in the lab. After graduation he remained at Notre Dame as chemistry instructor and assistant football coach, in the meantime marrying Bonnie Skiles. Soon he found he had to choose between chemistry and football, and he chose his greatest love, the gridiron field. Picture then takes you through the more spectacular episodes in his coaching career. His meeting with George Gipp, the latter's magnificent playing, and then tragic death. His long string of victories, and then the inevitable defeat, at the hands of Army. The return to South Bend, and the truly fine reception given the LOSING TEAM and its coach. The Four Horsemen are seen in action, one of them, Nick Lukats, actually portrayed by himself. And finally comes the tragic day when "Rock" embarked on the plane, for the trip to the West Coast. The picture finishes with the funeral service held in the Notre Dame chapel. It's a man's picture, but it will be thoroughly enjoyed by women as well. It is chocked full of emotional moments, when even the strongest minded men will feel a funny feeling in the throat and a few tears may dampen some masculine cheeks.

Pat O'Brien gives the greatest performance of his entire career in the title role. He has completely buried the familiar Pat O'Brien personality under the make-up and mannerisms of Rockne. Anyone who ever knew or even saw Rockne in real life will think they are seeing and hearing a ghost when O'Brien first appears as Rockne. It's almost uncanny. Ronald Reagan is excellent as "George the Gipper", and Gale Page was a happy choice for Bonnie Skiles. Others include Donald Crisp as Father Callaghan, head of Notre Dame, Albert Basserman as Father Nieuwland, Owen Davis, Jr., as Gus Dorais, John Qualen and Dorothy Tree as Rockne's parents. Others include Henry O'Neill, John Litel, John Sheffield.

Directed by Lloyd Bacon.

Running time—97 minutes.

RAY PRESENTS

(*Continued from Page* 3)

We are told that the Capitol, New York, which had Charlie Chaplin's premiere of "The Great Dictator", surpassed all attractions for receipts, figures so far registered by any other picture to play at this theatre under any policy. The Astor also had the Chaplin "Dictator" premiere. It is shown twice daily and is, I am told, indicating record receipts, the advance sale being tremendous. "The Great Dictator" closes with a six-minute speech on "Democracy".

IT is further reported that United Artists will sell "The Great Dictator" on the same basis of release as was M-G-M's Selznick production of "Gone With The Wind", which means 70% to the distributor and a guarantee of ten percent to the exhibitor. The picture is said to have cost $2,200,000, and that U.A. hope to gross $10,000,000.

Increased admission prices will be asked. Personally, I think this Industry of ours is getting "looney" on the percentage scale. I don't think that any picture ever made or ever will be made is worth seventy percent of the box-office. Incidentally, why not guarantee the exhibitor ten percent profit on the other four or five hundred pictures which are made?

This seventy percent bug bit us once, it worked, but if the bug starts biting us again, we as exhibitors are bound to get malaria and burn up. There was only one "Snow White", those which followed, did not make the grade, even Disney did not make his own grade with "Pinnochio". Disney-RKO sold "Snow White" for fifty percent. That was high enough.

When the seventy percent pictures with increased prices hit this Industry, with the exhibitors at the bat, the public will call "foul" and the exhibitors on the rebound will have to think up what they can give away in addition to double features, plus chinaware, silverware, ovenware, dictionaries, etc., etc., to fill in the gaps. There is a song, "Wake Up and Sing". I would say to the producer-distributors in relation to increased prices and seventy percent, "Wake Up and THINK". You have lost most of your foreign markets; and now all you have to do is to kill the markets which you have, to turn to slot machines.

HARLAND RANKIN "BUSINESS AS USUAL"

Tilbury, Ont. — Harland Rankin of the Plaza Theatre, Tilbury, continues to think up ways and means of making the Plaza a fun centre and community goodwill centre.

Here are some of the "stunts" Harland Rankin has run:

A Ladies' Impersonation Beauty Contest, with men competing for the honour of "Miss Tilbury".

A Blondie Art Contest was held in conjunction with the showing of "Blondie on a Budget". Many entrants were received. The judges were local teachers.

The mobilized Kent Regiment at Chatham has a weekly Company Drill Competition. The winning Company is guest of the Plaza Theatre.

All members of the Kent Regiment of Tilbury have been given free shows during their months of training.

The Plaza celebrated its Sixth Anniversary, with four changes of program for the week.

PERRY IN SAINT JOHN

Saint John, N.B. — A. W. Perry, General Manager of Empire Universal Films Ltd., paid a short visit to Saint John recently.

DOWBIGGAN AT EXCHANGE

Saint John, N.B. — T. Dowbiggan of the Paramount Films Service at Toronto, is in the Maritime territory for a few weeks co-operating with P. J. Hogan of the Saint John Exchange.

CJRM BOOSTS PREMIERE

Regna, Sask. — CJRM is boosting the world premiere of "North West Mounted Police", to take place at the Capitol Theatre Oct. 21, by adding "Home of the Mounties" to its station announcements. Mention of the picture will be made as the big event nears.

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UTILIZE SCREENS FOR WELFARE CAMPAIGNS

Montreal, Que. — This year marks a turn to the widest use yet made of theatre screens in Canada for enlistment of public support for Community Welfare Services. Motion picture theatres from coast to coast will this year show trailers seeking the support of community chests in all centres where organized charity services function. Associated Screen Studios have just completed trailers for Canada-wide distribution, produced at the direction of the Canadian Welfare Council, Ottawa, the national body which co-relates the work of all community welfare organizations.

NEW SOUND

Sydney, N.S. — J. Abbas, manager. has announced the installation of new RCA Sound at the Casino Theatre.

WANTED
TICKET CHOPPERS
Call J. Melzer, WA. 4531
or write
21 Dundas Square, Toronto, Ont.

MANAGEMENT CHANGES

Halifax, N.S. — Another shuffle has taken place in three Halifax Famous Players Theatres. P. J. Hanifen has returned to the Garrick after a short period at the Oxford. W. MacDonald, formerly Head Usher at the Capitol, is now at the Oxford Theatre. Freeman Skinner is back at the Orpheus.

SPARLING IN NEW YORK

Montreal, Que. — Gordon Sparling, production manager for Associated Screen Studios, was a recent visitor to New York, on business for the company.

Trans-Canada Showings

TORONTO

AVENUE
"Over the Moon" (United Artists), with Merle Oberon, and "Blondie on a Budget" (Columbia), with Penny Singleton and Arthur Lake.

IMPERIAL
"Spring Parade" (Universal), with Deanna Durbin, Robert Cummings and Mischa Auer.

LOEW'S
2nd week. "Boom Town" (Metro-Goldwyn-Mayer), with Clark Gable, Spencer Tracy, Claudette Colbert and Hedy Lamarr.

SHEA'S
"Argentine Nights" (Universal), with The Ritz Brothers and The Andrew Sisters.

UPTOWN
"No Time for Comedy" (Warner Bros.), with James Stewart and Rosalind Russell.

SAINT JOHN

CAPITOL
"Andy Hardy Meets Debutante" (Metro-Goldwyn-Mayer), with Lewis Stone, Mickey Rooney, Cecilia Parker, Fay Holden and Judy Garland.

STRAND
"Sporting Blood" (Metro-Goldwyn-Mayer), with Robert Young, Maureen O'Sullivan and Lewis Stone.

MONTREAL

CAPITOL
"Brigham Young" (20th Century-Fox), with Tyrone Power and Linda Darnell.

LOEW'S
2nd week. "Boom Town" (Metro-Goldwyn-Mayer), with Clark Gable, Spencer Tracy, Claudette Colbert and Hedy Lamarr.

ORPHEUM
2nd week. "The Westerner" (United Artists), with Gary Cooper and Walter Brennan.

PALACE
"Spring Parade" (Universal), with Deanna Durbin, Robert Cummings and Mischa Auer.

PRINCESS
"Rangers of Fortune" (Paramount), with Fred MacMurray and Patricia Morison, also "I Want a Divorce" (Paramount), with Joan Blondell and Dick Powell.

WINNIPEG

CAPITOL
"Spring Parade" (Universal), with Deanna Durbin, Robert Cummings and Mischa Auer.

GAIETY
"New Moon" (Metro-Goldwyn-Mayer), with Jeanette MacDonald and Nelson Eddy.

GARRICK
"The Howards of Virginia" (Columbia), with Cary Grant and Martha Scott.

METROPOLITAN
2nd week. "Boom Town" (Metro-Goldwyn-Mayer), with Clark Gable, Spencer Tracy, Claudette Colbert and Hedy Lamarr.

CALGARY

CAPITOL
"Spring Parade" (Universal), with Deanna Durbin, Robert Cummings and Mischa Auer.

PALACE
"The Boys From Syracuse" (Universal), with Allan Jones, Martha Raye and Joe Penner.

STRAND
"Three Cheers for the Irish" (Warner Bros.), with Priscilla Lane, Thomas Mitchell and Dennis Morgan, also "Meet Dr. Christian" (RKO Radio), with Jean Hersholt.

VANCOUVER

CAPITOL
"Spring Parade" (Universal), with Deanna Durbin, Robert Cummings and Mischa Auer.

DOMINION
"Andy Hardy Meets Debutante" (Metro-Goldwyn-Mayer), with Mickey Rooney and Judy Garland.

ORPHEUM
"The Sea Hawk" (Warner Bros.), with Errol Flynn and Brenda Marshall.

PLAZA
"Pastor Hall" (Esquire Films), with Wilfred Lawson, Nova Pilbeam and Seymour Hicks.

STRAND
"When the Daltons Rde" (Universal), with Randolph Scott, Kay Francis and Brian Donlevy.